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Environmental Health
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Recreational Water Illness Prevention Week

May 23-30, 2005

Health Promotion Tool Kit

- Suggestions for State and Local Programs -

1. Media

- Provide release to media outlets (See attached sample entitled "sample release, RWI week.doc")
- Provide Fact sheets http://www.cdc.gov/healthyswimming/fact_sheets.htm
- Invite media to "Shadow" an environmental health specialists on a pool visit
- Provide details on aquatic staff training <http://www.cdc.gov/healthyswimming/poolstaff.htm>
- Provide information on recent outbreaks, including preventive measures
<http://www.cdc.gov/healthyswimming/mmwr.htm>

2. Community Leaders

- Create fact sheets detailing specifics about local & state RWI Prevention programs for community leaders (Program administrators, Boards of Health, Elected Officials)
- Provide suggested resolutions related to RWI Prevention Week for use by area decision makers

3. Aquatic Facility Operators

- Announce Recreational Water Illness Prevention Week, May 23-30, 2005
- Distribute RWI prevention tips and provide Healthy Swimming posters and brochures:
<http://www.cdc.gov/healthyswimming/twelvesteps.htm>
<http://www.cdc.gov/healthyswimming/brochure.htm>
<http://www.cdc.gov/healthyswimming/posters.htm>
- Schedule operator trainings
http://www.cdc.gov/healthyswimming/fecal_response.htm
<http://www.cdc.gov/healthyswimming/poolstaff.htm>
<http://www.cdc.gov/healthyswimming/faq/operators.htm>

4. Swimmers, Parents and Other Pool Users

- Provide general prevention information through brochures and fact sheets:
http://www.cdc.gov/healthyswimming/general_pub.htm
<http://www.cdc.gov/healthyswimming/faq/swimmers.htm>

5. Medical/Professionals

- Provide healthcare providers education materials:
http://www.cdc.gov/healthyswimming/pdf/Safe_Swimming.pdf
- Reprint MMWR articles http://www.cdc.gov/healthyswimming/rwi_pub.htm

6. Agency Website

- Announce Recreational Water Illness Prevention Week, May 23-30, 2005
- Include link to CDC's Healthy Swimming <http://www.cdc.gov/healthyswimming/index.htm>
- Create RWI page on agency website

Please report your Recreational Water Illness Prevention Week activities, including clippings, photos, and links, to: ehsb@cdc.gov